

**CITY OF AUSTIN
SCOPE OF WORK FOR
GRAPHIC DESIGN AND CREATIVE SERVICES
SOLICITATION NUMBER: RFP JRD0310**

1. PURPOSE

The City of Austin ("City"), seeks proposals to provide graphic design and creative services on an as-needed basis for a broad range of communication program needs. The contract will be utilized by the City's Office of Sustainability. The City also reserves the right to allow other City Departments to utilize the contract.

2. BACKGROUND

The Office of Sustainability advances local sustainability and climate action by providing leadership and coordination for initiatives across the City organization and the Austin community. More specifically, the Office:

- Briefs and advises Department Directors, the City Manager, Boards & Commissions, and the Mayor and City Council regarding sustainability aspects of City policies, programs, and initiatives.
- Oversees and coordinates activities with City departments that accomplish operational objectives sustainably.
- Manages the Climate Protection Program and related actions to support greenhouse gas emissions mitigation and climate resilience.
- Offers educational outreach on sustainability initiatives to engage the community in making sustainability a priority in the choices made every day.
- Promotes partnerships and works with community members, organizations, and other government agencies to establish sustainability programs and practices.

For more information about the Office of Sustainability, visit: www.austintexas.gov/sustainability.

3. CONTRACTOR RESPONSIBILITIES

3.1. The selected contractor shall have the experience and capabilities to provide all of the following services and deliverables. The use of environmentally-friendly materials and approaches are preferred.

- 3.1.1. Graphic design, including high-quality art work, layout, and illustration capabilities
- 3.1.2. Marketing consulting for collateral and campaign approaches, including community-focused strategies and incorporation of features that provide metrics of effectiveness
- 3.1.3. Design, layout, and production of marketing collateral to include both general templates and specific custom pieces. These may include but are not limited to: PowerPoint slide decks, online and print brochures, flyers, reports, direct mail pieces, and invitations.
- 3.1.4. Large-format posters, exhibition/tradeshows graphics, and signage/banners suitable for display at specific public outreach and educational events
- 3.1.5. Promotional items and branded merchandise
- 3.1.6. Advertising, design of print and digital ads, and consultation on media buys
- 3.1.7. Electronic marketing communications including web-based and e-newsletters
- 3.1.8. Other related services, as required

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- 3.2. The selected contractor shall provide estimates and invoices for individual projects as required. Anticipated projects may include, but are not limited to, the following:
 - 3.2.1. Layout and design of supporting graphics for annual report documents
 - 3.2.2. Design of infographics used to simplify and communicate complex information in a variety of settings
 - 3.2.3. Design of maps, signage and/or other interpretive elements for the Seaholm EcoDistrict project
 - 3.2.4. Design for various Office of Sustainability marketing brochures and program collateral
 - 3.2.5. Design for various outreach events signage and promotional items
 - 3.2.6. Ad and messaging development for various public awareness / engagement campaigns
 - 3.2.7. Design for various web graphics and promos
- 3.3. The Office of Sustainability reserves the right to determine whether to execute individual projects with the selected contractor, in-house City resources, or to seek additional outside bids.

4. CITY RESPONSIBILITIES

- 4.1. The City will provide overarching goals for each project, as well as the required content and design parameters. The Contractor shall work closely with the City to conceptualize, design, and develop creative pieces and materials based on the goals and content provided. The City shall manage review cycles and edits for each project.
- 4.2. The City will provide a main point of contact to the contractor. Office of Sustainability staff will be involved with specific projects to provide technical expertise, content development, editorial reviews, and design reviews as needed.
- 4.3. The City will coordinate bidding and production of projects with printing vendors. In some instances, the City may request assistance from the Contractor in developing printer specifications and reviewing print proofs.